

EAST HOLLYWOOD BUSINESS IMPROVEMENT DISTRICT

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November 29, 2013

Ms. Miranda Paster, Acting Chief
Administrative Services Division
Office of the City Clerk
200 North Spring St.
Room 224
Los Angeles, CA 90012

Subject: East Hollywood BID 3rd Quarter Report

Dear Miranda:

Attached please find the quarterly report for the East Hollywood BID for the 3rd Quarter of 2013. Below, I have included a table with the information about expenditures for the BID in the 3rd Quarter, and a copy of the September financial statement. A copy of our quarterly newsletter will be sent out under separate cover.

Activities for the 3rd quarter included regularly scheduled monthly meeting of the Board of Governors in July and September. The Board completed its website design process and soft-launched the site at WWW.EHBID.org. Additionally, the Board continued planning efforts for the grant awarded during the Metro Call for Projects, to fund street medians along Vermont Avenue in hopes of calming traffic and enhancing the pedestrian experience in this highly traveled area of the city. The Vermont corridor is home to several major institutions including the Braille Institute, LA City College, Kaiser Permanente, and Children's Hospital all of which would benefit from the pedestrian safety enhancements proposed by the BID. Ground breaking on the medians is expected to occur by the end of 2013.

The BID has also continued its efforts to improve the streetscape along the Vermont Corridor with the continuation of its tree planting and maintenance program which began at the end of 2011. The BID has assumed responsibility for the watering and general upkeep of over 70 trees along Vermont Avenue. Additionally in September, the BID celebrated the Grand Re-opening of the Vermont Triangle and announced that it would be taking over maintenance of the Triangle as part of the on-going streetscape and maintenance program. This Quarter, the BID Board also secured a grant from the LA Cedars Rotary Club to install two "doggy waste stations" along Vermont Ave. The grant would be paid for by LA Cedars Rotary Club and would include installation and maintenance supplies for one year. The Board additionally appointed new Board member Katherine Gaughen of Kaiser Permanente to fill the vacancy of Gail Koretz who resigned earlier in the year.

A report on specific budget line expenditures follows:

Budget Line Item #1 – Streetscape

The cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$2,065 (35%) goes towards streetscape expenses including tree pruning. \$6,128 in expenditures were made in this category for the third quarter.

Budget Line Item #2 - Maintenance

The BID incurred expenses of \$8,365 for tree watering and maintenance services within the BID. Additionally, the cleaning/beautification contract with HBT calls for \$5900 in regular monthly expenses of which approximately \$3,835 (65%) goes towards Maintenance. \$11,380 in expenditures were made towards the BID's monthly maintenance for the third quarter.

Budget Line Item #3 – Administration and Advocacy

An expenditure of \$3200 was made to our accounting firm for costs associated with BID's annual review.

Budget Line Item #4 – Marketing and Promotion

A total of \$1,000 was expended in this category during the quarter for design of the East Hollywood BID Website.

Budget Line Item #5 – Contingency

No funds were expended in this category during the quarter.

We continue to believe that things are progressing well with the East Hollywood Business Improvement District, and the Board remains enthusiastic about what they are able to accomplish.

Sincerely,



Nicole Shahenian
Executive Director
East Hollywood Business Improvement District

East Hollywood Business Improvement District FY 2013 Budget- 3rd Quarter